

AKHILA KAKARALA

Content Writer

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Portfolio: <https://akhilakakarala3.journoportfolio.com/>

Content writer with 2 years of experience in print and digital media. Can deliver thoroughly researched and SEO- optimized content for healthcare, fashion, entertainment websites, and digital marketing niches. Can write comprehensible and transparent articles of 1000-1500 words within 24 hours.

Skill Set

- Content Writing
- Marketing
- Efficiency
- SEO
- Interviewing skills
- Effective communication
- Researching
- Managing deadlines
- Self-motivated

Experience

Falling Forward

September 2020 - Present

Link to Falling Forward Magazine :

https://issuu.com/falling-forward-magazine_2k/docs/falling_forward_magazine_11-13-2020_new

Content Writer / Editor

- Thoroughly researched and wrote content for the magazine
- Manage all content development and pitch in ideas for future issues
- Research audience interest to develop good content
- Prepare interesting content on topics related to politics, health, sports, entertainment, people, food, fashion and education.
- Research the accuracy of details and facts from a variety of sources
- Supervising design process and contribute to graphics and layout selection
- Work closely with all departments of the magazine for a smooth publication
- Interview people from various backgrounds for feature stories

You & I

February 2017 - February 2019

Digital Content Strategist

- Wrote fresh and interesting content for the online and print publication based on extensive research
- Increased website and social media presence by reading and generating 30 articles per week on topics related to fashion, current affairs, movies, health, food, technology and people
- Proofread content for errors
- Interviewed 20+ people for featured stories, 50+ people from the health & fitness industry, 50+ people for food content

Leadership and Teamwork

College of Business Fellows Program

February - May 2016

- Collaborated with undergraduate and graduate students to work on various team-building activities, which had helped me strengthen my communication and leadership skills
- Networked with business professionals from Google and Kaiser Permanente

Providing Opportunities for Women (POW)

March 2015 - May 2016

- Got an opportunity to interact and hear from some of the most successful women in business about their experiences

Education

San Francisco State University

January 2014 - May 2016

Bachelors in Business Administration

- Relevant courses: Principles of Marketing, Retail Management, Introduction to Management and Organizational Behavior, Business Communication for Professionals, Building Business Applications, Hospitality Human Resource Management
- Relevant skills: Excel, PowerPoint, Access, MyMathlab, Basic HTML coding, familiar with netbeans

Diablo Valley College

August 2011 - January 2014

Associate in Science Business Administration

- Relevant courses: Introduction to Writing, Introduction to Business, Business law, Human Resource Management, Economics